

Multimedia News Lab

Jour 4998-001

Spring 2014

1:30 – 3:45/ Tuesdays and Thursdays /MJ212

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Office Hours: 9:30 a.m. to noon Mondays; 2:30 to 5 p.m Wednesdays

COURSE REQUIREMENTS**CATALOGUE/COURSE DESCRIPTION:**

Write, produce content for department website that will house multimedia stories on important, complex topics; course will mirror collaborative opportunities underway in industry and provide students with strongest material possible for portfolios.

PREREQUISITE:

Journalism 4120; Journalism 4500; and Journalism 3526

TEXTBOOKS:

Briggs, Mark. Journalism Next. (2009) CQ Press

CLASS WEBSITE:

Micromemphis: <http://www.micromemphis.com>

EQUIPMENT:

The use of a digital single lens reflex (DSLR) camera is required in this course. The Department of Journalism has provided cameras with 30-55mm lenses for students in this course. Cameras are limited to a 24-hour checkout. Students may use their own DSLR cameras with approval from the instructor. Lost, stolen, or broken cameras and equipment will be the financial responsibility of the student; the Department of Journalism will put a financial obligation hold on your registration until the camera/equipment is replaced. Cameras and equipment must be returned on time. Failure to return a camera on time will result in penalties deemed appropriate by the instructor. Students with unreturned/broken cameras will receive a grade of 0/F until the financial obligation is met. Cameras can be checked out through the Journalism Office, Meeman 334.

Access to a laptop or portable hard drive capable of holding 100GB (video storage)

Access to a laptop or smartphone for mobile reporting

CLASSROOM FORMAT:

The class will be presented in both the lecture and lab formats. Class discussion will involve discussion and training related to various multimedia skills. Assignments will require students to use a variety of software to tell news stories through a variety of media platforms.

GRADING:

- Assignments: Students will complete 10 assignments during the semester, each of which would be an element for the micromemphis site. An element is either a story with a piece of art, a photo slideshow or a video. Audio slideshows can also be created. Each

assignment is worth 25 points. A late assignment will be reduced by 5 points. Any assignment found to be plagiarized, fabricated or not original work will receive a zero.

- Quizzes: Students will read the textbook, *Journalism Next*, and be quizzed on each chapter. There will be 8 quizzes at 5 points each.
- Attendance: Students are expected to attend class and participate in the gathering and producing of news for the micromemphis site. There is 30 points for attendance.
- Final project: The final project for the class is the completion of a portfolio site that contains links and information about the work completed for micromemphis. It is worth 50 points.

Assignments	250
Quizzes	40
Mid-term storify	30
Attendance/participation	30
Final portfolio review	50
Total	400

GRADE SCALE:

A 93 to 100 percent
A – 90 to 92 percent
B + 87 to 89 percent
B 83 to 86 percent
B – 80 to 82 percent
C + 77 to 79 percent
C 73 to 76 percent
C – 70 to 72 percent
D + 67 to 69 percent
D 63 to 66 percent
D – 60 to 62 percent
F 0 to 59 percent

TENTATIVE TIMETABLE:

Thur., Jan. 16

What is Hyperlocal?
What is MicroMemphis –how we got here, your role
Job Preparation
Class expectations
Familiarize yourself with the MicroMemphis website.

Tues., Jan 21

Better know a neighborhood: Where the heck is Cooper-Young?
Multimedia/Social Media Camp - bring your laptops
READINGS: Briggs, Foreword and Introduction, Chapter 4

Thur., Jan 23

Scavenger Hunt – Meet at Java Cabana

READING: Briggs, Chapter 5

Tues, Jan. 28

Lecture: Discuss Briggs Chapter 4 and 5

Demo: Storify

Choose beats, set workflow

READINGS: Chapter 6

ASSIGNMENT 1: Storify scavenger hunt

Thur., Jan. 30

Community Meeting with CYCA

Tues., Feb. 4

Lesson: Shooting and editing good photos on the go

Present first story ideas

Bring laptops

Thur., Feb. 6

Field day – Work your beat (stories due Feb. 18) No regular class.

Tues., Feb. 11

ASSIGNMENT 2: Stories due

Demo: Placing stories on MicroMemphis site

Editing and story development

Bring your laptops

Thur., Feb. 13

Field Day – Work your beat (stories due Feb. 25)

Readings: Chapter 8

Tues., Feb. 18

ASSIGNMENT 3: Round Two stories due.

Demo: Placing stories on MicroMemphis home page

Thur., Feb. 20

Cool Tools lab (with Jen Simmons?)

READINGS: Chapter 10

Tues., Feb. 25

ASSIGNMENT 4: Round Three stories due

Lesson: News as a two-way conversation, and how to manage the feedback loop

READING: Chapter 11

Thur., Feb. 27

Lesson: Managing your online persona and digital audience. Political opinion: How much is too much?

Tues., March 4

ASSIGNMENT 5: Mid-term storify due

Thur., March 6

Field Day – work on your stories

March 11-13 – No class Spring Break

Tues., March 18

ASSIGNMENT 6: Round Four stories due

Quiz: XXXXXXXX

Thur., March 20

Ask a Pro: On cultivating your social media persona

Tues., March 25

ASSIGNMENT 7: Round Five stories due

Cool Tools Lab: Beyond the Basics

Assign social media roles

Thur., March 27

Cool Tools lab (narrated video for non-broadcast majors)

Tues., April 1

ASSIGNMENT 8: Round Six stories due

Thur., April 3

Field Day – work on your stories.

ASSIGNMENT: Cooper-Young Night Out is Thursday, April 4. Cover or make alternative arrangements with teachers. Assignment 10

Tues., April 8

ASSIGNMENT 9: Round Seven stories due

Co-working sessions – editing and story development

Bring your laptops

Thur., April 10

Ask a Pro

Readings: XXXXXXXXXX

ASSIGNMENT: Assignment 11 due

Tues., April 15

ASSIGNMENT 10: Round Eight stories due

Co-working sessions – editing and story development

Bring your laptops

Thur., April 17

Cool Tools

Trends lecture

Readings: TBA

Tues., April 22

Ask a Pro: Lurene Kelley

Thurs., Apr 24

Co-working sessions – resumes/job market

Draft of online portfolio due

Tues., April 29 – LAST DAY OF CLASS

Talk with a pro – TBA – job hunt

Online Portfolio due

ASSESSMENT**PROFESSIONAL VALUES AND COMPETENCIES FOR MULTIMEDIA NEWS LAB:**

- To understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- To demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- To demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- To think critically, creatively and independently;
- To conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- To write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- To critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- To apply tools and technologies appropriate for the communications professions in which they work.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):**

- To understand that stories on the web can be told in a variety of ways and that format is an important element of storytelling.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

- Determine which format is appropriate for story telling (video, slideshow, web-story, long format).
- Understand and practice different styles of writing for web stories, videos, long format writing and captions.
- Use social media, websites, digital cameras and editing programs to present information.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR MULTIMEDIA NEWS LAB

Awareness

- Discuss the role of new media in society and responsibilities associated with covering underserved communities
- Discuss ethical treatment of subjects and issues

Application

- Gather information from the community and disseminate to the public via the Internet
- Develop stories for the web and determine the most appropriate format for presentation.
- Gather information and research to develop stories for the web
- Create natural sound video packages, slideshows, and stories written for the web.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
apply basic numerical and statistical concepts;
apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES**EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.